



**Sight-worthy, sound-worthy in New Orleans**

where WTIX's audience share is now 32.6%

**1. AMERICA'S OLDEST CATHEDRAL . . . and KEN KARLTON**

This big converted Texan, a veteran of nearly seven years in radio, gave up a promising musical career—he plays piano, saxophone, clarinet, drums, flute and bassoon. Known as the "Dapper Don Juan Disc Deployer." Ken is one of the big WTIX voices in the big, booming New Orleans area.

**2. ESPLANADE AVENUE WHARF . . . and JOHNNY BARRETT**

WTIX's Program Director has been a key figure in the Storz organization for over four years. Johnny is an advocate of heavy on-the-air promotions and a tight music policy. Proof of how well the system works: WTIX's continuing top ratings in the nation's #2 port city.

**3. FABLED PIRATE'S ALLEY . . . and LARRY WILSON**

"Mr. New Orleans Radio" is a 17-year veteran of Crescent City broadcasting. Larry plays a prominent part in the revelry of New Orleans' Mardi Gras, narrating many of the spectacular balls which highlight the season. A talented amateur painter, he is often found observing the work of other artists in Pirate's Alley.

**4. OLD FRENCH QUARTER . . . and DICKIE BRAUN**

This sly young wit brightens up the WTIX airways with the help of "Marvin," his other voice. Dickie plays music that fascinates both the old and new elements in the South's rapidly expanding metropolis. Dickie has gathered one of New Orleans' largest, most faithful audiences.

**5. ORNATE COURTYARD . . . and PAPPY KENNEDY**

Pappy's 265 pounds and 6'4" frame established him as the "big" man on the WTIX staff. Pappy was raised backstage, literally, and has spent almost his entire life in show business. He was a featured player in such movies as *Panic in the Streets* and *The Steel Trap*. Pappy has been the king of night-time radio ever since the Storz organization moved into New Orleans over four years ago.

5 good reasons why WTIX is leaping to new audience peaks. Oh, yes. They're buy-worthy, too. See Adam Young or WTIX General Manager Fred Berthelson.

**WTIX**

*first and getting firster in 11-station*

**New Orleans**

**STORZ STATIONS**  
 TODAY'S RADIO FOR TODAY'S SELLING  
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